

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~striketrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1, 11, 18 and 26, CANCEL claims 24 and 25 and ADD new claim 27 in accordance with the following:

1. (CURRENTLY AMENDED) A method for managing a virtual store on a network, comprising:

~~displaying the imaginary-virtual store in response to client's request over the network;~~  
displaying a top page of the virtual store having a salesperson selecting a display section and a product catalog selecting the display section in response to the client's request;

displaying, upon specifying the product catalog selecting display section of said top page, a product catalog page having a plurality of products, displaying, upon specifying any one product of said product catalog page, a chat display catalog page by setting a chat channel between a salesperson responsible for the specified product and the client, and displaying character data in a chat that they have;

displaying, upon specifying the salesperson selecting display section of said top page, a responsible salesperson page having a plurality of responsible salespersons, displaying, upon specifying any one salesperson of said responsible salesperson page, a chat display section in said responsible salesperson page by setting a chat channel between the specified salesperson and the client, and displaying character data in a chat that they have; and

~~setting a chat channel between a salesperson and the client in response to selection of a product by the client in said virtual store, and displaying character data in a chat that they have, and~~

selecting an attribute of a corresponding product on the basis of a key word extracted at a real time from character information during said chat currently underway, emphasizing the attribute on an image of said product and adjusting display of the image of said product in real time in response to the attribute selected based the extracted key word.

2. (PREVIOUSLY PRESENTED) The method according to claim 1, wherein in said setting, when the client selects the salesperson in the virtual store, the chat channel between the selected salesperson and the client is set, and when the client selects the product, the chat channel between a salesperson in charge and the client is set.

3. (PREVIOUSLY PRESENTED) The method according to claim 1, wherein said selecting comprises displaying plural attributes that can be selected for said product and emphasizing an attribute selected from said plural attributes on the image of said product.

4. (PREVIOUSLY PRESENTED) The method according to claim 3, wherein said selecting comprises displaying plural colors, plural shapes and plural display positions as the plural attributes that can be selected for said product and emphasizing a specific attribute selected from said plural attributes on an image of said product.

5. (PREVIOUSLY PRESENTED) The method according to claim 1, which further comprises recording a log of the chat between said client and the salesperson and then analyzing the recorded chat log to perform marketing.

6. (PREVIOUSLY PRESENTED) The method according to claim 5, wherein said recording comprises extracting a key word from the recorded chat log and dispatching an advertisement corresponding to the extracted key word to a client.

7. (PREVIOUSLY PRESENTED) The method according to claim 5, wherein in said recording, the key word is searched from the content of the client's chat and an advertisement list wherein product data corresponding to the key word and client data are combined is prepared.

8. (PREVIOUSLY PRESENTED) The method according to claim 1, which further comprises supplying a chat channel between clients using the virtual store, recording a log of chats, and then analyzing the recorded chat log to perform marketing.

9. (PREVIOUSLY PRESENTED) The method according to claim 8, wherein in said supplying data resulting in purchase of the product is cut out from the chat log between the

clients and is collected on selling of the product.

10. (PREVIOUSLY PRESENTED) The method according to claim 9, wherein in the case that said data resulting in the purchase of the product is cut out in the supplying, a reward or a privilege is supplied to the client supplying the cut-out data.

11. (CURRENTLY AMENDED) A method for using a virtual store on a network, comprising:

displaying the virtual store on the network;

~~displaying character data in a chat with a salesperson in a chat channel supplied in response to selection of a product in said virtual store, and~~

displaying a top page of the virtual store having a salesperson selecting a display section and a product catalog selecting the display section in response to the client's request;

displaying, upon specifying the product catalog selecting display section of said top page, a product catalog page having a plurality of products, displaying, upon specifying any one product of said product catalog page, a chat display catalog page by setting a chat channel between a salesperson responsible for the specified product and the client, and displaying character data in a chat that they have;

displaying, upon specifying the salesperson selecting display section of said top page, a responsible salesperson page having a plurality of responsible salespersons, displaying, upon specifying any one salesperson of said responsible salesperson page, a chat display section in said responsible salesperson page by setting a chat channel between the specified salesperson and the client, and displaying character data in a chat that they have; and

selecting an attribute of a corresponding product on the basis of designation of a key word extracted at a real time from character information during said chat currently underway, emphasizing the object on an image of said product and adjusting display of the image of said product in real time in response to the attribute selected based the extracted key word.

12. (PREVIOUSLY PRESENTED) The method according to claim 11, wherein in said displaying, when the salesperson in the virtual store is selected, a chat with the selected salesperson is made, and when the product is selected, a chat with a salesperson in charge is made.

13. (PREVIOUSLY PRESENTED) The method according to claim 11, wherein said selecting is displaying plural attributes that can be selected for said product and emphasizing an attribute selected from said plural attributes on an image of said product.

14. (PREVIOUSLY PRESENTED) The method according to claim 13, wherein said selecting is displaying plural colors, plural shapes and plural display positions as the plural attributes that can be selected for said product and emphasizing a specific attribute selected from said plural attributes on an image of said product.

15. (PREVIOUSLY PRESENTED) The method according to claim 11, which further comprises receiving an advertisement corresponding to a key word extracted from a log of the chat recorded in said virtual store.

16. (PREVIOUSLY PRESENTED) The method according to claim 11, which further comprises using a chat channel supplied by the virtual store to have a chat with another client.

17. (PREVIOUSLY PRESENTED) The method according to claim 16, wherein in said using, received is a reward or a privilege supplied in the case that data resulting in purchase of the product from the chat log between the clients recorded in the virtual store is cut out.

18. (CURRENTLY AMENDED) A computer-readable recording medium for controlling a server computer, wherein a program for managing a virtual store on a network, which is carried out in the computer server, is stored, wherein said managing program comprising:

displaying the virtual store in response to client's request,

~~setting a chat channel between a salesperson and the client in response to selection of a product by the client in said virtual store, and displaying character data in a chat that they have,~~  
and

displaying a top page of the virtual store having a salesperson selecting a display section and a product catalog selecting the display section in response to the client's request;

displaying, upon specifying the product catalog selecting display section of said top page, a product catalog page having a plurality of products, displaying, upon specifying any one

product of said product catalog page, a chat display catalog page by setting a chat channel between a salesperson responsible for the specified product and the client, and displaying character data in a chat that they have;

displaying, upon specifying the salesperson selecting display section of said top page, a responsible salesperson page having a plurality of responsible salespersons, displaying, upon specifying any one salesperson of said responsible salesperson page, a chat display section in said responsible salesperson page by setting a chat channel between the specified salesperson and the client, and displaying character data in a chat that they have; and

selecting an attribute of a corresponding product on the basis of a key word extracted at a real time from character information during said chat currently underway, emphasizing the attribute on an image of said product and adjusting display of the image of said product in real time in response to the attribute selected based the extracted key word.

19. (PREVIOUSLY PRESENTED) The recording medium according to claim 18, which further comprises recording a log of the chat between said client and the salesperson and then analyzing the recorded chat log to perform marketing.

20. (PREVIOUSLY PRESENTED) The recording medium according to claim 18, which further comprises supplying a chat channel between clients using the virtual store, recording a log of chats, and then analyzing the recorded chat log to perform marketing.

21. (PREVIOUSLY PRESENTED) A method, comprising:  
displaying a product selected by a user over a network;  
establishing a chat with the user about the product over the network;  
analyzing the chat for a key word associated with the product during the chat;  
highlighting the keyword in the chat;  
allowing the user to select the key word in the chat; and  
emphasizing a product attribute of the selected key word in the displayed product and adjusting the display of the product in real time in response to the selected key word in the chat.

22. (PREVIOUSLY PRESENTED) A method, comprising:  
analyzing a chat with a user over a network for a key word about a product; and  
displaying to the user an attribute of the product corresponding to the key word with

emphasis and adjusting the display of the product in real time in response to the emphasized key word in the chat.

23. (PREVIOUSLY PRESENTED) A method, comprising:  
displaying a product selected by a user over a network;  
analyzing a chat with the user over the network for a key word about the product; and  
emphasizing an attribute of the product corresponding to the key word in the displayed product to adjust the display of the product in real time in response to the analyzed key word.

24. (CANCELLED)

25. (CANCELLED)

26. (CURRENTLY AMENDED) A method of managing a virtual store on a network, comprising:  
displaying a top page of a virtual store having a salesperson selecting a display section and a product catalog selecting the display section, said top page being displayed in response to a user request;  
displaying a product catalog page having a plurality of products, displaying a chat display catalog page by setting a chat channel between a salesperson responsible for a product specified from said products and the user, and displaying character data in a chat between said salesperson and the user;  
displaying a responsible salesperson page having a plurality of responsible salespersons, displaying a chat display section in said responsible salesperson page by setting a chat channel between a specified salesperson among the salespersons and the user, and displaying character data in a chat between said specified salesperson and the user;  
extracting a key word from ~~a the~~ chat between ~~a the~~ user and ~~a provider of a product~~ said specified salesperson in real time to customize a first display of the product; and  
providing a second display of the product by customizing the first display of the product during the chat in response to a selection from available attributes of the product provided based on the extracted key word.

27. (NEW) The method according to claim 26, wherein said keyword is extracted

from content of the chat without requiring input of said specified salesperson and the user participating in the chat, and

information of the product presented to the user participating in the chat is modified to correspond with an attribute of the product retrieved based on the key word extracted during the chat.